

Philip Morris USA

PM'S A WEEKLY

- Performance v

Weekly Integrate

PERFORMANCE DECEMBER 1994

*Benchmarks
to be
updated
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<u>DECEMBER PERFORMANCE ISSUES</u>	<u>DECEMBER</u>		<u>LATEST WEEK</u>	
	<u>SHARE%</u>	<u>CHG</u> <u>VS NOV.</u>	<u>SHARE%</u>	<u>CHG</u>
PM December Gains Promotionally Related	<u>46.8%</u>	<u>0.9</u>	<u>47.9%</u>	<u>0.5</u>
• Marlboro Holiday Bonus Share Gains	29.9	0.8	31.0	0.6
• PM OPB Trend Moderate Increase	9.0	0.1	8.9	-0.1
• PM Discount Share Stable	8.0	0.0	7.9	0.0
• Basic SOC Promotional (B2G1F) Gains	14.9	0.4	15.5	0.5
RJR Long-Term Trend Declines	<u>27.7</u>	<u>-1.0</u>	<u>27.2</u>	<u>0.0</u>
• Camel Stable	4.4	0.0	4.4	0.0
• Doral Weakness Promotionally Related	4.8	-0.4	4.6	-0.1
Discount Category Decline Continues	<u>30.1</u>	<u>-0.6</u>	<u>29.3</u>	<u>-0.4</u>
• American Discount Growth Stabilizing	3.4	0.0	3.3	-0.2

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